

# ABSTRACT

A system for providing an interactive look-and-feel in a digital video broadcast via an X-Y protocol is provided. At a head-end, video information is digitized and associated with private data, such as event identifications, X-Y coordinates, link event identification and synchronization data. This information is then transmitted to a receiving end and is input into a set-top box. The set-top box receives the broadcast digital signal and includes a member for receiving the broadcast digital signal and generating a playable signal including indicia of the link data. The playable signal is then played on a playing device. The user is provided with a remote control or similar input device for selecting from the indicia. Upon selection of a desired indicia, the user may exercise the predetermined link associated with the selected indicia in order to obtain the desired playable signal.

12700985.WP